

Bazaarvoice

Bazaarvoice for Magento Extension Implementation Guide v6.3.3

Version 6.3.3

Introduction

Bazaarvoice maintains a pre-built integration into the Magento platform. This pre-built integration is delivered in the form of a Magento Extension.

The extension is supplied “as-is” and is intended to function as a starter kit for clients to implement Bazaarvoice. It includes support for commonly required integration points, but does not include pre-built functionality for the exhaustive list of Bazaarvoice features. This extension may need to be customized by the client in order to implement functionality not included in the extension.

System Requirements

The requirements to run the Bazaarvoice Magento Extension are the same requirements established to run Magento Core. See <http://devdocs.magento.com/guides/m1x/system-requirements.html> Please note that the link to Magento System Requirements frequently changes.

Prepare for Installation

In preparation for installation there are several steps that you should take.

1. Ensure you are working on a “Development/Staging” environment. It is not recommended that you install this or any extension directly in your production environment. You will need to take several steps to ensure the functionality contained in this extension has been properly integrated into your theme(s).
2. We recommend following standard best practices for development, and the use of source control to track incremental changes.
3. Check to make sure compilation mode is not enabled, and that Magento is not currently compiled. To do this Navigate to System > Tools > Compilation. Confirm that the Compiler Status = Disabled, and Compilation State = Not Compiled. If that is not the case login to the server with SSH, and perform the following commands:

```
$ cd /path/to/magento
$ php shell/compiler.php disable
```

Get a Copy of the Extension Package

Contact Bazaarvoice for the latest copy of the Bazaarvoice for Magento extension for your version of the Bazaarvoice platform.

Install the Extension Package

Now that we are properly prepared we can proceed to install the extension.

1. After logging into your Magento Admin panel Navigate to System > Magento Connect > Magento Connect Manager, and login with your Magento Admin credentials
2. Install the package using the Direct package file upload step by choosing your package, and using the upload button. The package should be installed & caches refreshed.

The package should install without issue.

Complete the following steps before proceeding to configuration.

1. Navigate to System > Cache Management and
 - a. Flush Magento Cache
 - b. Flush Cache Storage

- c. Select All Cache Types, and click Submit to Refresh all types
2. Log Out of the Admin panel
3. Log back into the Magento Admin Panel.

If you follow the steps above without error, but the Bazaarvoice configuration cannot be found in System > Configuration > General Section double check that the files have not been installed as directories. We have seen this occur on some servers, and the remedy is to install the package manually. Upload the package to the server, and extract the contents in place.

```
$ cd /path/to/magento
$ tar -xvf /path/to/Bazaarvoice_Connector-x.x.x.tgz
```

Additional Steps When Using a Custom Design:

The extension installs frontend design files into the **enterprise** design package. If you are using a different package or the Community edition of Magento, please make sure to copy the template and layout files to the default theme of the package you are using:

```
$ cd /path/to/magento
$ cp -a app/design/frontend/enterprise/default/layout/bazaarvoice.xml
  app/design/frontend/YOUR_PACKAGE/default/layout/
$ cp -a app/design/frontend/enterprise/default/template/bazaarvoice
  app/design/frontend/YOUR_PACKAGE/default/template/
```

Prepare for Configuration

By this time you have probably already discussed the layout of your Magento install, and how that converts to Bazaarvoice Instances, and locales.

Refer to *Appendix A: Mapping your Magento Environment to your Bazaarvoice Environment* for more details.

General Configuration Setup

With the information you obtained from Bazaarvoice it is time to start configuring the extension.

1. Log in to the Magento Admin
2. Navigate to System > Configuration > General > Bazaarvoice
3. General Configuration:
 - a. Set **Enable Bazaarvoice Extension** to **Yes**
 - b. Select the desired Bazaarvoice **Environment** (Staging or Production)
 - c. Set the **Client Name** (the name defined in the Bazaarvoice platform for the client instance; typically referred to as “client folder name”)
 - d. Set the **SFTP Password**
 - e. Set the **Deployment Zone** (default is “Main Site”)
 - f. Set the **Locale** (e.g en_US, fr_CA, etc.; language-only values are not supported by Bazaarvoice)

See the Appendix: Magento Environment Mapping to understand how to configure these values when multiple Websites, Store (Groups), and/or Store Views are involved.

Ratings and Reviews

Disable Native Magento Ratings & Reviews Display Functionality

If the Magento native reviews module is integrated with your storefront, disable the display before configuring Bazaarvoice Ratings & Reviews.

1. Log in to the Magento **Admin Panel**.
2. From the row of menu tabs, choose **System → Configuration**.
The **General** page opens.
3. In the **Advanced** section of the navigation panel, click **Advanced**.
The **Advanced** page opens.
4. Select **Disable** from the **Mage_Rating** list box.
5. Select **Disable** from the **Mage_Review** list box.
6. Click **Save Config**.
7. Clear your cached Magento pages.

Refer to your Magento documentation for more information on clearing your cached pages.

Note: The above steps will only disable the display of native Magento ratings & reviews functionality. The native Magento reviews module will continue to be enabled, but will not adversely affect the Bazaarvoice functionality.

Adding Ratings & Reviews to the Product Page

1. Ensure that **Enable Ratings & Reviews** is checked in the Magento control panel.
2. Edit the following file in your Magento installation:

```
app/design/frontend/YOUR_INTERFACE/YOUR_THEME/template/catalog/  
product/view.phtml
```

3. Insert the following code where you want the Ratings Summary to appear:

```
<?php echo $this->getChildHtml('bv_reviewssummary') ?>
```

Example:

```
<div class="product-main-info">  
    <div class="product-name">  
        <h1><?php echo $_helper->productAttribute($_product,  
$_product->getName(), 'name') ?></h1>  
    </div>  
    <p class="product-ids"><?php echo $this->__('SKU# %s', $this->  
>escapeHtml($_product->getSku())); ?></p>  
    <?php echo $this->getChildHtml('bv_reviewssummary') ?>  
    <?php echo $this->getReviewsSummaryHtml($_product, false, true)?>  
    <?php echo $this->getChildHtml('alert_urls') ?>  
    <?php echo $this->getChildHtml('product_type_data') ?>  
</div>
```

4. Insert the following code where you want the Reviews block to appear:

```
<?php echo $this->getChildHtml('bv_reviews') ?>
```

Example:

```
<div class="product-collateral">
    <?php echo $this->getChildHtml('bv_reviews') ?>
    <?php if ($detailedInfoGroup = $this->getChildGroup('detailed_in-
fo', 'getChildHtml')):?>
        <dl id="collateral-tabs" class="collateral-tabs">
            <?php foreach ($detailedInfoGroup as $alias => $html):?>
                <dt class="tab"><span><?php echo $this->escapeHtml($this-
>getChildData($alias, 'title')) ?></span></dt>
                <dd class="tab-container">
                    <div class="tab-content"><?php echo $html ?></div>
                </dd>
            <?php endforeach;?>
        </dl>
    </div>
```

If you have put the ratings and reviews content behind a tab, see the Advanced Configuration appendix section *Putting Bazaarvoice Content Behind a Tab* for details on implementing the `doShowContent()` callback function.

Adding Inline Ratings to the Category (and/or Search Results) Pages

Perform the following steps to display an overall star-rating image next to a product, such as a Search page or a Category page that lists your products:

1. Ensure that **Enable Hosted Inline Ratings** is checked in the Magento control panel.
2. Open the following file in your Magento installation:

```
app/design/frontend/enterprise/YOUR_PACKAGE/YOUR_THEME/catalog/
product/list.phtml
```

3. Add the `bvHelper` as shown below:

```
<?php
    $_productCollection=$this->getLoadedProductCollection();
    $_helper = $this->helper('catalog/output');
    $_bvHelper = $this->helper('bazaarvoice');
?>
```

4. In the same file you will need to add the following code to both the **Grid, AND List View** sections immediately below each occurrence of `</h2>`

```
<div id="BVRRIInlineRating-<?php echo $_bvHelper-
>getProductId($_product) ?>"></div>
```

5. Add the following code at approximately line 43 as shown below.

```
<?php else: ?>
<?php echo $this->getChildHtml('inline_ratings') ?>
<?php echo $this->getToolbarHtml() ?>
<?php echo $this->getAdditionalHtml() ?>
```

Once this step has been taken, and your caches are cleared you should see the following in the source of your category page.

In the HEAD ex.

```
<script type="text/javascript" src="http://display-
stg.ugc.bazaarvoice.com/static/YOUR_CLIENT_NAME/Main+Site/en_US/
bvapi.js">
```

In the body toward the top:

```
<script type="text/javascript">
$BV.ui( 'rr', 'inline_ratings', {
  productIds : {
    'your-product-sku' : {
      url : 'http://yourdomain.com/your-product.html'
    },
  },
  containerPrefix : 'BVRRIInlineRating'
});
</script>
```

For each product displayed on the category list or grid view:

```
<div id="BVRRIInlineRating-YOUR_EXTERNAL_ID">
```

If all of the above is displaying except for the first section in the body containing the external ids and product urls then there is something in your theme keeping the Bazaarvoice ratings.phtml template file from loading. Replace the code snippet:

```
<?php echo $this->getChildHtml('inline_ratings') ?>
```

With the following:

```
<!-- Begin BV Inline Ratings -->
<?php if(Mage::getStoreConfig('bazaarvoice/rr/enable_inline_ratings') === '1'
    && Mage::getStoreConfig('bazaarvoice/rr/enable_rr') === '1'
    && Mage::getStoreConfig('bazaarvoice/general/enable_bv') === '1'): ?>
    <script type="text/javascript">
        $BV.ui( 'rr', 'inline_ratings', {
            productIds : {
                <?php foreach($this->getLoadedProductCollection() as
$_product): ?>
                    <?php $_productId = Mage::helper('bazaarvoice')->getProductId($_product); ?>
                    ' <?php echo $_productId ?>' : {
                        url : ' <?php echo $_product->getProductUrl() ?>'
                    },
                <?php endforeach; ?>
            },
            containerPrefix : 'BVRInlineRating'
        });
    </script>
<?php endif; ?>
<!-- End BV Inline Ratings -->
```

Questions and Answers

1. Ensure that **Enable Questions & Answers** is checked in the Magento control panel.
2. Edit the following file in your Magneto installation:

```
app/design/frontend/YOUR_INTERFACE/YOUR_THEME/template/catalog/product/view.phtml
```

3. Insert the following code where you would like the Questions & Answers content to appear:

```
<?php echo $this->getChildHtml('bv_questions') ?>
```

If you have put the questions and answers content behind a tab, see the Advanced Configuration appendix section *Putting Bazaarvoice Content Behind a Tab* for details on implementing the `doShowContent()` callback function.

Bazaarvoice SEO

The Bazaarvoice Magento Extension currently uses version 3.2.0 of the BV SEOSDK for PHP Found here: https://github.com/bazaarvoice/seo_sdk_php/releases/tag/Release_v3.2.0

The Magneto Extension utilizes the Bazaarvoice Cloud SEO solution. Complete the following steps in the Magento control panel.

1. Set Enable Cloud SEO to Yes.

- Additionally, the product page templates must be updated to include Bazaarvoice content. See related section of this document.

The Bazaarvoice for Magneto Extension includes support for the Bazaarvoice ROI beacon. This feature is an analytics tag on the checkout page. This tag provides a small set of data elements to BV when an online user completes the checkout process.

[illegible]

- The Bazaarvoice for Magneto Extension includes support for generating a product catalog feed to Bazaarvoice and upload the feed via SFTP to Bazaarvoice.

- Ensure that the Magento cron job is enabled
- Ensure that Enable Product Feed is checked in the Magento control panel.

With EXPAND set to true both configurable, and simple products will display the totals for the entire family when displayed in the catalog. When EXPAND set to false only the configurable product will display the totals for the family, and the simples will display only their content.

7

Product Feed

- Configurable sku will be family name
- Configurable will be a member of it's family
- All associated simple products will be member of family
- Simple products are included in feed whether they are visible or not.
- When simple is visible
 - We will send it's category
 - We will send it's url
 - We will send it's image
- When simple is Not Visible Individually
 - We will send parent category
 - We will send parent url
 - We will send it's base image if one exists otherwise send parent

Inline Ratings

- No Change here what is displayed depends on the EXPAND setting. When EXPAND true simple products will display the totals of all family content. When set to false simple products will display only their rating and review numbers.

Product Detail

- Similar to above
- On products with single configurable option the ratings and reviews displayed will reflect the results for the resulting external id as selected. This means that when EXPAND set to false you would be able to see only the Ratings and Reviews for the simple product as selected based on the configurable option. An example of this would be if you have flavors as a configurable option. When the cherry flavor is selected you would see content relating to the cherry flavor.

Cloud SEO

- Functions normally

ROI Beacon

- Simple sku is sent
- Simple name is sent
- Simple image is sent if base image available otherwise config image url is sent.

Purchase Feed

- Same as ROI Beacon

Submission

- All submissions will be attributed to the simple product as selected.

Appendix A: Mapping your Magento Environment to your Bazaarvoice Environment
Magento is a very flexible platform. As such, the following scenarios describe how the Magento extension can handle different ways to map the Magento environment to the Bazaarvoice environment.

Background

Magento provides the following hierarchy of scope:

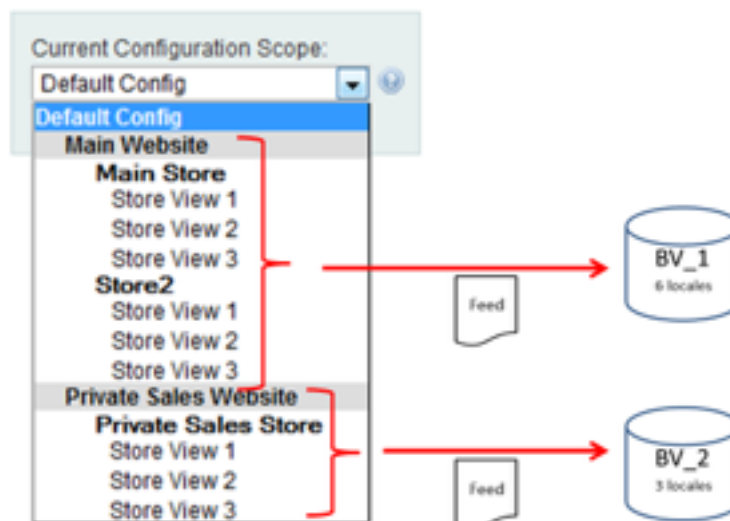
- Magento Instance
 - o Magento Website
 - Magento Store (Group)
 - Magento Store View

A Bazaarvoice client may exist as one or more instances of the Bazaarvoice platform, depending on client needs. Each instance can support multiple locales. Each instance can consume only one product catalog feed (w/ localized product and category attributes for each configured locale).

Scenario 1: Each Magento Website maps to a Separate Bazaarvoice Instance

Description of Scenario

- BV provisions an instance for each Magento Website
- Locales are mapped at the Store View level
- A single product catalog feed is generated for the entire Magento Website (the feed will contain localized attributes (e.g. Product Page Urls, Product Names, etc.) for each Store View in the Website)
- **Limitations:**
 - o Each Store View must map to a unique BV Locale within a given BV instance
 - o All stores within a single website must share the same category tree



How to Setup the Scenario

- Contact BV to provision a separate BV instance for each desired Magento Website.
- In control panel, set **Feed Generation Scope** to **Magento Website**.

- Set BV client-level settings (Client Name, SFTP Password, Cloud SEO Key) at the Magento Website configuration scope.

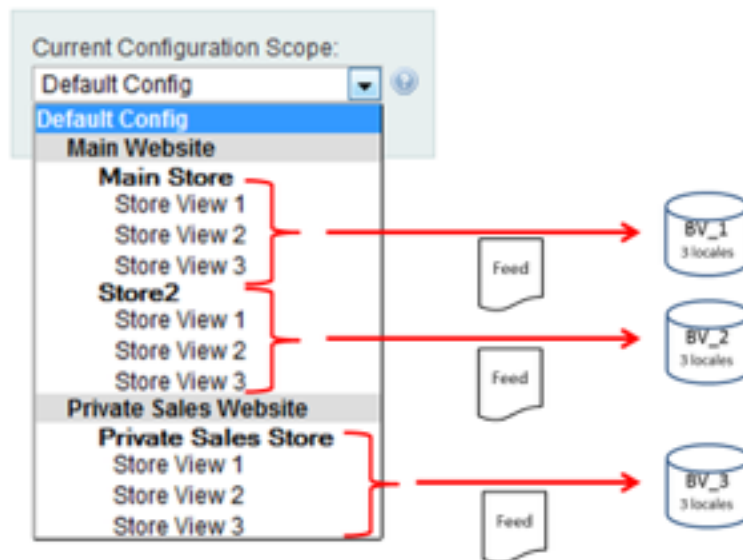
- Set Locale at each Store View configuration scope
- Other BV client-level settings (Client Name, SFTP Password, SEO Cloud Key) should inherit from the Website scope.

- (optional) Deployment Zone can be configured at the Store View scope as well.

Scenario 2: Each Magento Store (Group) maps to a Separate Bazaarvoice Instance

Description of Scenario

- BV provisions an instance for each Magento Store (Group)
- Locales are mapped at the Store View level
- A single product catalog feed is generated for Magento Store (Group) (the feed will contain localized attributes (e.g. Product Page Urls, Product Names, etc.) for each Store View in each Store (Group))
- Limitation: each Store View must map to a unique BV Locale within a given BV instance



How to Setup the Scenario

- Contact BV to provision a separate BV instance for each desired Magento Store (Group).
- In control panel, set **Feed Generation Scope** to **Magento Store / Store Group**.



- Because settings cannot be configured at the Magento Store (Group) level, you must set the BV client-level settings (Client Name, SFTP Password, Cloud SEO Key) at the Magento Store View configuration scope **and ensure that these settings match for all Store Views within the given Store (Group)**.
- Locale should be set at the Store View configuration scope.
- (Optionally) Deployment Zone can be set at the Store View configuration scope.

The image displays two screenshots of the Bazaarvoice configuration interface, illustrating the 'Locale' field settings for two different store views.

Top Screenshot (Store View 1):

- The 'Current Configuration Scope' is 'Store View 1'.
- The 'Locale' field is set to 'en_US'.
- Annotations: A red box highlights the 'Locale' field. A red arrow points from the text 'Set Locale at Store View scope (unique locale to Store Group)' to the 'en_US' value.

Bottom Screenshot (Store View 2):

- The 'Current Configuration Scope' is 'Store View 2'.
- The 'Locale' field is set to 'en_CA'.
- Annotations: A red box highlights the 'Locale' field. A red arrow points from the text 'Set at Store View scope (must match across all Store Views in Group)' to the 'en_CA' value.

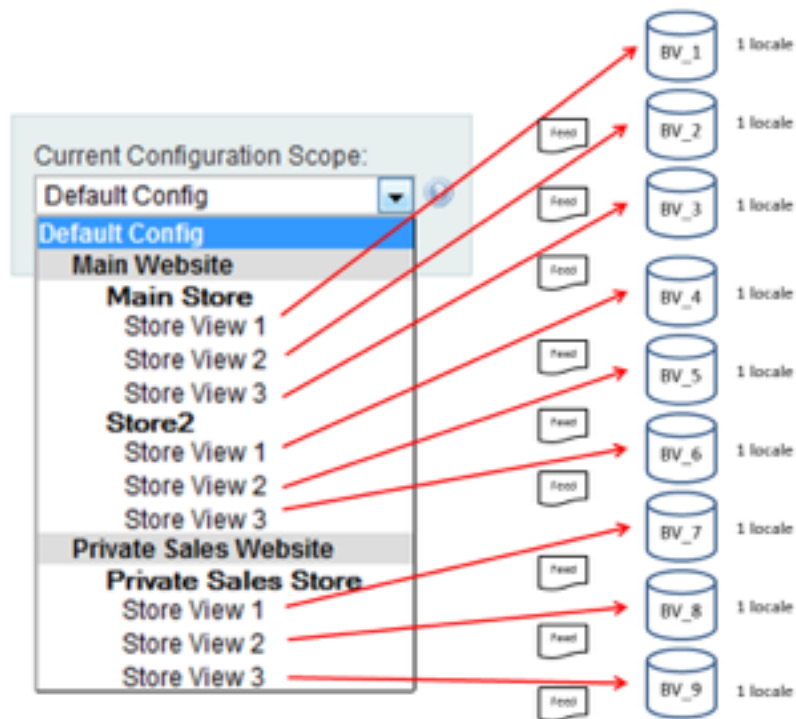
Annotations:

- Set Locale at Store View scope (unique locale to Store Group):** This annotation points to the 'en_US' value in the top screenshot, indicating that the locale is set at the Store View scope and is unique to the Store Group.
- Set at Store View scope (must match across all Store Views in Group):** This annotation points to the 'en_CA' value in the bottom screenshot, indicating that the locale is set at the Store View scope and must match across all Store Views in the Group.

Scenario 3: Each Magento Store View maps to a Separate Bazaarvoice Instance

Description of Scenario

- BV provisions an instance for each Magento Store View
- Locales are mapped at the Store View level
- A single product catalog feed is generated for Magento Store View (the feed will contain a single set of localized attributes (e.g. Product Page Urls, Product Names, etc.) for the Store View locale)



How to Setup the Scenario

- Contact BV to provision a separate BV instance for each desired Magento Store View.
- In control panel, set **Feed Generation Scope** to **Magento Store View**.

- All control panel settings should be configured at the Magento Store View configuration scope.
- Because each Store View will map to a separate BV instance, the same locale can be used across the Store Views.

Current Configuration Scope
Store View 1

Configuration

- GENERAL
 - General
 - Web
 - Design
 - Currency Setup
 - Store Email Addresses
 - Contacts
- Bazaarvoice
 - Content Management
- CATALOG
 - Catalog
 - Inventory
 - Google Sitemap
 - RSS Feeds

Bazaarvoice Save Config

Select

| | | |
|---|----------------|--------------------------|
| Enable Bazaarvoice Extension | Yes | Use Website (STORE VIEW) |
| + Enable all Bazaarvoice Magento extension features at this Magento Scope | | |
| Environment | Staging | Use Website (STORE VIEW) |
| + BV environment that the Magento scope is integrating with | | |
| Client Name | My-storeview-1 | Use Website (STORE VIEW) |
| + Client Name as defined in your BV platform account | | |
| FVP Password | password123 | Use Website (STORE VIEW) |
| + Password used to access the BV FVP server for feed upload/download processes | | |
| Deployment Zone | Main Site | Use Website (STORE VIEW) |
| + Deployment Zone Name as defined in your BV platform account | | |
| Locale | en_US | Use Website (STORE VIEW) |
| + The BV locale for this Magento Configuration Scope. For example: "en_US". The locale must be enabled within your BV platform account. | | |

Set at Store View scope
(unique BV client instance values)

Current Configuration Scope
Store View 2

Configuration

- GENERAL
 - General
 - Web
 - Design
 - Currency Setup
 - Store Email Addresses
 - Contacts
- Bazaarvoice
 - Content Management
- CATALOG
 - Catalog
 - Inventory
 - Google Sitemap
 - RSS Feeds

Bazaarvoice Save Config

Select

| | | |
|---|----------------|--------------------------|
| Enable Bazaarvoice Extension | Yes | Use Website (STORE VIEW) |
| + Enable all Bazaarvoice Magento extension features at this Magento Scope | | |
| Environment | Staging | Use Website (STORE VIEW) |
| + BV environment that the Magento scope is integrating with | | |
| Client Name | My-storeview-2 | Use Website (STORE VIEW) |
| + Client Name as defined in your BV platform account | | |
| FVP Password | password123 | Use Website (STORE VIEW) |
| + Password used to access the BV FVP server for feed upload/download processes | | |
| Deployment Zone | Main Site | Use Website (STORE VIEW) |
| + Deployment Zone Name as defined in your BV platform account | | |
| Locale | fr_CA | Use Website (STORE VIEW) |
| + The BV locale for this Magento Configuration Scope. For example: "en_US". The locale must be enabled within your BV platform account. | | |

Appendix B: Upgrading from Earlier Version of Magento Extension

The Bazaarvoice for Magento Extension version 6.x represents a significant upgrade to previous versions of the extension. The 6.x version is explicitly built to integrate with the new Bazaarvoice Conversations 2013 platform.

- Hosted Inline Ratings (no longer relies on feeds)
- Cloud-base SEO solution (no longer relies on feeds)

Upgrading to the new Bazaarvoice Conversations 2013 platform requires considerable coordination with Bazaarvoice, and involves additional effort beyond upgrading the Bazaarvoice for Magento extension.

Contact your Bazaarvoice representative if you are looking to upgrade to the new Bazaarvoice platform.

Changes Made to the Magento Environment as part of the Installation Process

New Data Table Fields

During Installation of the extension a field is created on the sales_flat_order table called “sent_in_bv_postpurchase_feed” The value will be NULL by default, and set to 1 as orders are sent to Bazaarvoice in the order feed.

Product Feed Field Mapping

This section details the contents of what is included in the product feed. In general the product feed contains brands, categories, and products.

| CATEGORIES | | PRODUCTS | |
|---|-----------------------|--|-----------------------|
| Magento Attribute | Bazaarvoice Attribute | Magento Attribute | Bazaarvoice Attribute |
| *ID/Url Path of the category | ExternalID | sku | ExternalId |
| *ID/url path of the Parent Category | ParentExternalId | Name | Name |
| The category name | Name | Short Description | Description |
| The category page url | CategoryPageUrl | **NULL | Brand |
| This section contains a list of the localized category names that are found at the StoreView configuration scope. | Names | ***NULL | UPC |
| This section contains the category url with the Store View parameter added | CategoryPageUrls | *This is the category ID/Url path of the category that the product is in. | CategoryExternalID |
| | | This is the url of the product page. | ProductPageUrl |
| | | This is the url of the product image. This will call the cached version of the file. | ImageUrl |

| | | | |
|--|--|---|-----------------|
| | | This is the localized version of the product name as found in the Store View configuration scope | Names |
| | | This is the localized version of the Short Description as found in the Store View configuration scope | Descriptions |
| | | This is the localized version of the product page | ProductPageUrls |
| | | This is the localized version of the product image | ImageUrls |

* The value for the ID is dependent on how you have the configuration set. By default it is set to use the category url path. This can be overridden in the app/etc/local.xml file. The details of doing this can be found in the Advanced Configuration section.

** By default there are no Magento attributes mapped to the Bazaarvoice Brand attribute. This is configurable to use the value of a "Select" attribute of your choosing by overriding the value in the app/etc/local.xml. See the Advanced Configuration setting of this document for further details.

*** By default there are no Magento attributes mapped to the Bazaarvoice UPC attribute. This is configurable to use the value of a "Text" attribute of your choosing by overriding the value in app/etc/local.xml. See the Advanced Configuration setting of this document for further details.

Include Categories Algorithm

Root Category Based on the Feed configuration setting

Include categories at level greater than 1

Include only active categories

Find all categories that have the root path included in their path

If the count is greater than 0 write the categories to the file

Include Products Algorithm

Retrieve the products from the website

Only include Enabled products

Only include products that are visible in the catalog aka Visibility does not equal Not Visible Individually

Write to the file if there are more than 0 matching products.

It is ensured that the CategoryExternalId is one that is included in the category section of the feed.

Purchase Feed Algorithm

There are 2 config settings for purchase feed process:

- Enabled / Disabled
- Triggering Event (Can be Shipping or Purchase)

The purchase feed code adds one extra field / attribute to the Magento order record:

- "ALREADY SENT IN FEED" (Field defaults to false when new order created by Magento)

Purchase Feed process follows this algorithm:

```
> Init new local feed file
> Find all store groups in Magento Instance (Also know as stores,
this is the level above store view)
> For each store group
    > Check if purchase feed is enabled in the default store view
    within the group
    > If yes,
        > Find all Magento order meeting these criteria:
            (order is in a store within current store group)
            (order status = 'complete' or 'closed')
            (order created_date >= 30 days ago)
            (order "ALREADY SENT IN FEED" field = false)
        > For each order found:
            > Does order meet all these criteria:
                (order "ALREADY SENT IN FEED" field = false)
                (order status is not 'cancelled')
                (order->store field is empty) (really this should never hap-
pen with Magento)
                (order has at least 1 item)
                (order has a customer email address)
            > And, does order meet one or the other of these criteria:
                ("TRIGGERING EVT" = Shipping AND order has completely
shipped AND more than 1 day has passed since the last shipment)
or
                ("TRIGGERING EVT" = Purchase AND more than 1 day has
passed since purchase happened)
            > If yes,
                > Add order to local feed file
                > Set "ALREADY SENT IN FEED" field = true for order
            > If no, do nothing
        > If no, do nothing    > Save local feed, send local feed file to
BV via SFTP
```

ROI Beacon Data Mapping

Below is a data mapping that shows what is being sent to Bazaarvoice via the ROI beacon.

| Order Details | |
|--------------------------|---------------|
| Magento | Bazaarvoice |
| Order Increment id | orderId |
| TaxAmount | tax |
| ShippingAmount | shipping |
| GrandTotal | total |
| City | city |
| RegionId Code | state |
| CountryId | country |
| OrderCurrencyCode | currency |
| *CustomerId | userid |
| CustomerEmail | email |
| CustomerFirstName | nickname |
| StoreLocale | locale |
| Magento Extension Plugin | partnerSource |
| Order Items | |
| Sku | sku |
| Name | name |
| Price | price |
| QtyOrdered | quantity |
| ImageUrl | imageUrl |
| | |

* When Guest Checkout is used there is not UserId for the customer. In this case we are sending the MD5 hash of the customer email address.

String Replacement for Ids with Special Characters

Because the Bazaarvoice platform cannot accept product, category, or brand ID values that contain special characters, the Magento extension automatically transforms any offending ID values based on the following table:

| Special Character | Replaced With |
|-------------------|---------------|
| & | bv38_amp_bv59 |
| % | bv37 |
| (space) | bv32 |
| / | bv47 |
| \$ | bv36 |
| @ | bv64 |
| # | bv35 |
|] | bv93 |
| [| bv91 |
| “ | bv125 |
| ` | bv96 |
| ~ | bv126 |
| < | bv38_lt_bv59 |
| > | bv38_gt_bv59 |
| \ | bv92 |
| # | bv35 |
| ! | bv33 |
| ^ | bv94 |
| (| bv40 |
| > | bv41 |
| | bv124 |
| = | bv61 |
| ? | bv63 |

Appendix D: Advanced Configuration

Putting Bazaarvoice Content Behind a Tab

When Bazaarvoice content is put behind a tab, Bazaarvoice provides the JavaScript callback function `doShowContent()` to allow Bazaarvoice to trigger the tab opening when a “read all reviews” link is clicked on the product page.

See the sections “Questions and Answers integration code” and/or “Ratings and Reviews integration code” sections of the standard Bazaarvoice integration documentation for details on this function: https://config.bazaarvoice.com/resources/v1/definitions/helpDocs/CodeIntegration-Guide_C2013.pdf

The Bazaarvoice for Magento extension provides the following easy-to-use control panel setting to insert the JavaScript required to utilize this callback function:

- For R&R: **JS Callback function to display R&R content (doShowContent)**
- For Q&A: **JS Callback function to display Q&A content (doShowContent)**

Configuration Settings Outside the Magento Control Panel

There are several configuration parameters that can be hard coded into your site.

The following parameters can be hard coded in your `app/etc/local.xml` file.

| | | | |
|-----------------------------------|--|-----------------------------|---|
| Product Feed File Name | <code><product_feed_-export_filename></code> | <code>file_-name.xml</code> | You can specify the name of your product feed |
| Product Feed Export Path | <code><product_feed_-export_export_-path></code> | <code>/import-inbox</code> | This setting allows you to control the path the file will be uploaded to on the BV SFTP server |
| Product Feed Brand Attribute Code | <code><product_feed_brand_attribute_code></code> | NULL | By default this configuration is set to NULL, and can be set to a field of your choosing. Note: it must be a “Select” Type attribute in Magento. |
| Product Feed UPC Attribute Code | <code><product_feed_upc_attribute_code></code> | NULL | By default this configuration is set to NULL, and can be set to a field of your choosing. Note: it must be set to a “Text” Type attribute in Magento. |
| Product Feed EAN Attribute Code | <code><product_feed_ean_attribute_code></code> | NULL | By default this configuration is set to NULL, and can be set to a field of your choosing. Note: it must be set to a “Text” Type attribute in Magento. |

| | | | |
|--|---|---------------|---|
| Product Feed Set Simple Products to Expand | <product_feed_export_bvfamilies_expand> | true | By default this configuration is set to true. Which means that simple products will display totals based on the families. When set to false only content for the simple product will be displayed. |
| Category Id Use URL Path | <category_id_use_url_path> | true or false | <p>By default this is set to “true”. When set to true the CategoryId used in feeds will be the url path of the category tree separated by hyphens. Ex: apparel-shirts where apparel is the top level category, and shirts is the category.</p> <p>When set to false the actual Category Id will be used. Ex: This is the id that can be found when navigating to Catalog>Manage Categories, and selecting a category. The id will be displayed at the top of the page to the right of the category name.</p> |
| SFTP Host Name | <sftp_host_name> | hostname | <p>Used to override the default BV SFTP server hostnames.</p> <p>If this is not specified, the standard sftp-stg.bazaarvoice.com and sftp.bazaarvoice.com will be used. <sftp_host_name></sftp_host_name></p> <p>Example setting: sftp7-stg.bazaarvoice.com</p> |

Example code

```
<default>
  <bazaarvoice>
    <bv_config>
      <!-- Hard code export path and filename in class constants -->
      <product_feed_export_filename>productfeed.xml</product_feed_export_filename>

      <!-- Hard code export path and filename in class constants -->
      <product_feed_export_export_path>/import-inbox</product_feed_export_export_path>

      <!-- Magento Brand Attribute Code
code>      <product_feed_brand_attribute_code>manufacturer</product_feed_brand_attribute_

      <!-- Magento UPC Attribute Code -->
      <product_feed_upc_attribute_code>upc</product_feed_upc_attribute_code>

      <!--Magento EAN Attribute Code -->
      <product_feed_ean_attribute_code>ean</product_feed_ean_attribute_code>

      <!-- Disable Expand on Simple products -->
      <product_feed_export_bvfamilies_expand>>false</product_feed_export_bvfamilies_ex-
pand>

      <!-- If true, use Magento category URL path as category id, otherwise use Mage category
entity primary key -->
      <category_id_use_url_path>true</category_id_use_url_path>

      <!-- SFTP Connection Host Name. If this is not specified, the standard sftp-stg.bazaar-
voice.com and sftp.bazaarvoice.com will be used -->
      <sftp_host_name></sftp_host_name>

      <!-- Display code - We still need this for some clients -->
      <display_code></display_code>
    </bv_config>
  </bazaarvoice>
</default>
```


Purchase Feed

Note: for most Bazaarvoice clients, ROI beacon data can be used as a replacement for the purchase feed feature. It is not necessary to enable both the ROI beacon as well as the purchase feed feature simultaneously.

For clients who insist on enabling the purchase feed, the following should be completed:

- Ensure that **Enable Product Feed** is checked in the Magento control panel.

By default, the feed is configured to run every day at 1:30 AM (Note: the time zone is set based on the locale set in Magento at the default configuration scope).

Changing Default Time of Day of Cron Schedules for Bazaarvoice Feeds

The section below shows the cron tab configuration section of the config.xml file, which can be edited to the time that you prefer.

The time zone is determined by the locale set in Magento at the default configuration scope.

The format used is a standard cron expression. See this article for details: <http://en.wikipedia.org/wiki/Cron>

```
<crontab>
  <jobs>
    <bazaarvoice_product_feed>
      <schedule>
        <cron_expr>0 1 * * * </cron_expr><!-- Every day at 1:00 AM -->
      </schedule>
      <run>
        <model>bazaarvoice/exportProductFeed::exportDailyProductFeed</model>
      </run>
    </bazaarvoice_product_feed>
    <bazaarvoice_purchase_feed>
      <schedule>
        <cron_expr>30 2 * * 6 </cron_expr><!-- Every Saturday at 2:30 AM -->
      </schedule>
      <run>
        <model>bazaarvoice/exportPurchaseFeed::exportPurchaseFeed</model>
      </run>
    </bazaarvoice_purchase_feed>
  </jobs>
</crontab>
```

Appendix E: Troubleshooting

Contact Bazaarvoice for Support

Contact Bazaarvoice Support (email support@bazaarvoice.com) if you have issues installing or configuring the extension. It is helpful to provide Magento Admin panel credentials and SSH access for Bazaarvoice to efficiently provide support.

Bazaarvoice Logging

As of version 6.1.2 All logging from the Bazaarvoice Connector can be found in the standard Magento log directory as `bazaarvoice.log`

How to Verify that the Magento Cron Job is Running

To ensure the Magento cron job is running you can run `crontab -l` (the `-l` is to list the cron jobs that are running.) from the command line. Typically the job is scheduled as the root user, but could vary depending on your hosting environment. If you are unsure contact your system administrator or hosting company.

```
crontab -l
*/5 * * * * /bin/bash /path/to/magento/cron.sh
```

How to Manually Run a Bazaarvoice Feed

Run Feeds Using AOE Scheduler Plug-in

You can also run the feeds manually by installing the following extension.

<http://www.magentocommerce.com/magento-connect/aoe-scheduler.html>

This is the extension key that you can use in versions 1.5+ and 1.10+ from Magento Connect

http://connect20.magentocommerce.com/community/Aoe_Scheduler

1. Install plug-in
2. Navigate to **System > Scheduler > Schedule Configuration**
3. Select the desired BV feed (code = “bazaarvoice_product_feed” or “bazaarvoice_purchase_feed”)
4. In the **Actions** pull-down control, select **Run now**.
5. Click **Submit**.

Available tasks

Generate Schedule Close Configuration

Feed ID: Unselected All | Feed Value: Unselected Value | 8 items selected

Actions Run now Submit

| Code | Cron Expression | Model | Status |
|---|-----------------|--|---------|
| <input type="checkbox"/> aggregate_sales_report_bestellers_data | * * * * * | salesobserver:aggregateSalesReportBestellersData | ENABLED |
| <input type="checkbox"/> aggregate_sales_report_coupons_data | * * * * * | salesobserver:aggregateSalesReportCouponsData | ENABLED |
| <input type="checkbox"/> aggregate_sales_report_invoiced_data | * * * * * | salesobserver:aggregateSalesReportInvoicedData | ENABLED |
| <input type="checkbox"/> aggregate_sales_report_order_data | * * * * * | salesobserver:aggregateSalesReportOrderData | ENABLED |
| <input type="checkbox"/> aggregate_sales_report_refunded_data | * * * * * | salesobserver:aggregateSalesReportRefundedData | ENABLED |
| <input type="checkbox"/> aggregate_sales_report_shipment_data | * * * * * | salesobserver:aggregateSalesReportShipmentData | ENABLED |
| <input type="checkbox"/> aggregate_sales_report_tax_data | * * * * * | salesobserver:aggregateSalesReportTaxData | ENABLED |
| <input type="checkbox"/> amscheduler_harfbid | * * * * * | ams_scheduler_harfbid:run | ENABLED |
| <input type="checkbox"/> bazaarvoice_download_minireatings | 30 1 * * * | bazaarvoicereviewminireatingsfeed:retrieveMinireatingsFeed | ENABLED |
| <input checked="" type="checkbox"/> bazaarvoice_product_feed | * * * * * | bazaarvoicereportProductFeed:exportDataProductFeed | ENABLED |
| <input checked="" type="checkbox"/> bazaarvoice_purchase_feed | 30 2 * * * | bazaarvoicereportPurchaseFeed:exportPurchaseFeed | ENABLED |

Run Feeds Using Command Line

Finally, you can manually run the feeds from the command line. We have included scripts with the extension included in the /path/to/magento/shell directory.

Product Feed: `bv_export_product_feed.php`

Purchase Feed: `bv_export_order_feed.php`

Example:

`php -f ./shell/bv_export_product_feed.php`

NOTE: These must be run from the Magento root directory so as to properly call the app/Mage.php

Appendix F: Migrating to Production

Steps for Testing Integration in Staging

1. Log in to Magento Admin.
2. Make sure the Bazaarvoice control panel setting Environment is set to the value “Staging”.
3. Follow this Implementation Guide to complete the integration with Bazaarvoice.
4. Confirm with Bazaarvoice team that integration is functioning properly (e.g. product feed is received by BV, product and category page properly displays BV content, etc.)

Before Launch on Production.

1. Staging Magento instance is updated to be a replica of production.
2. Cron jobs are disabled
3. Staging Magento instance is setup to connect to Production BV environment.
4. A product feed is triggered which will deliver the feed to the BV production environment, and processed.
5. Once complete and verified on the staging version of the Magento site connected to the BV production environment
6. Procedure below is carried out.

Steps to Move from Staging to Production

1. Disable and clear caches
2. Release code (ensure any changes in app/etc/local.xml are migrated to prod)
3. Log out of Magento Admin
4. Log into Magento Admin
5. Duplicate configuration in System > Configuration > GENERAL > Bazaarvoice
6. Set Environment to Production

Following the procedure above there is the issue of the urls that will be provided to Bazaarvoice. This could be handled by setting the base urls in the Magento staging instance to the production urls, and using local host entries to point at the staging magento instance. This would allow you to view the site, and generate content with the production values.